

# **EXHIBIT 2135**

**to the Declaration of  
Lisa J. Cisneros in Support of  
Plaintiffs' Opposition Briefs**

**REDACTED VERSION**

DOCUMENT

PLACEHOLDER

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INTUIT\_034255  
Confidential - Attorneys' Eyes Only

# Candidate Generation

Human Resources Operations Review

December 12, 2006

Traci Wicks  
Jeff Jacobs

Intuit Confidential

# Agenda

- **What's Important**
  - ◆ Context for Candidate Generation
  - Business Case
- **How are we doing?**
  - Positioning ourselves for Success
  - Metrics
- **Priorities to Improve ... Discussion**

DISCUSSION DESTINATION



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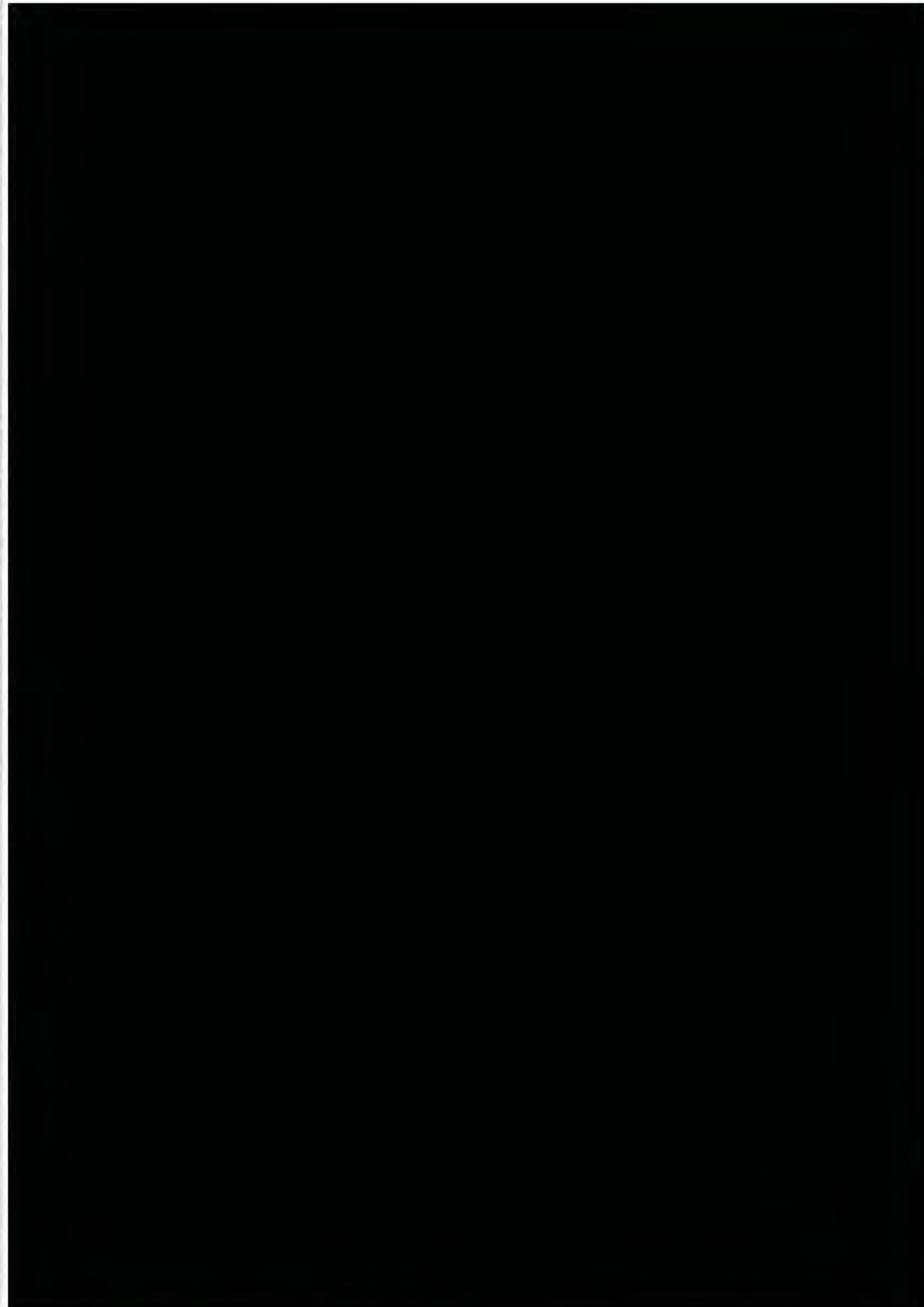
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## What's Important ... Context



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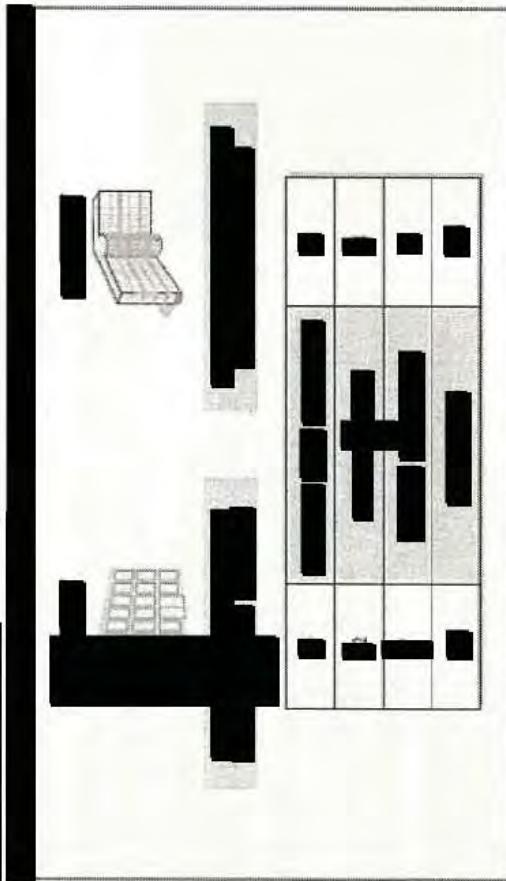
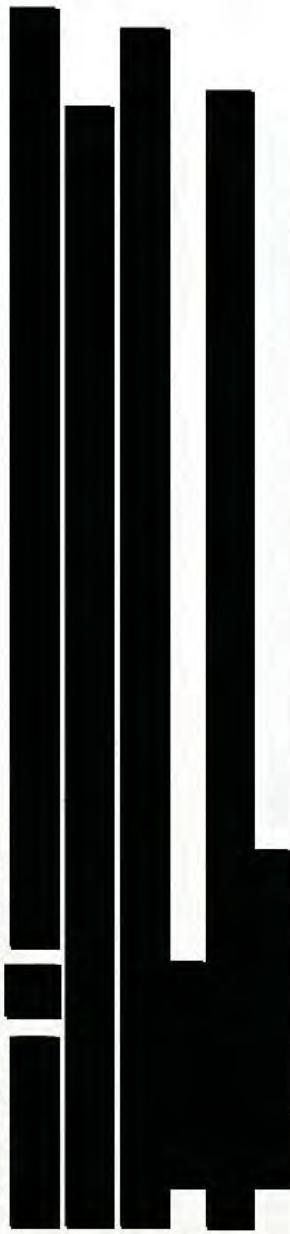
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## Business Case ... Passive Talent & Candidate Generation

Passive Candidates...



\*Source –  
Recruiting  
Roundtable '06

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## Positioning Ourselves for Success



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## How are we doing? ... Hires by Aggregate Source

Source Aggregation	Q1 FY2005			Q1 FY2006			Q1 FY2007		
	Hires	%	Total %	Hires	%	Total %	Hires	%	Total %

## Priorities to Improve ... Discussion

From: [REDACTED]  
To: [REDACTED]



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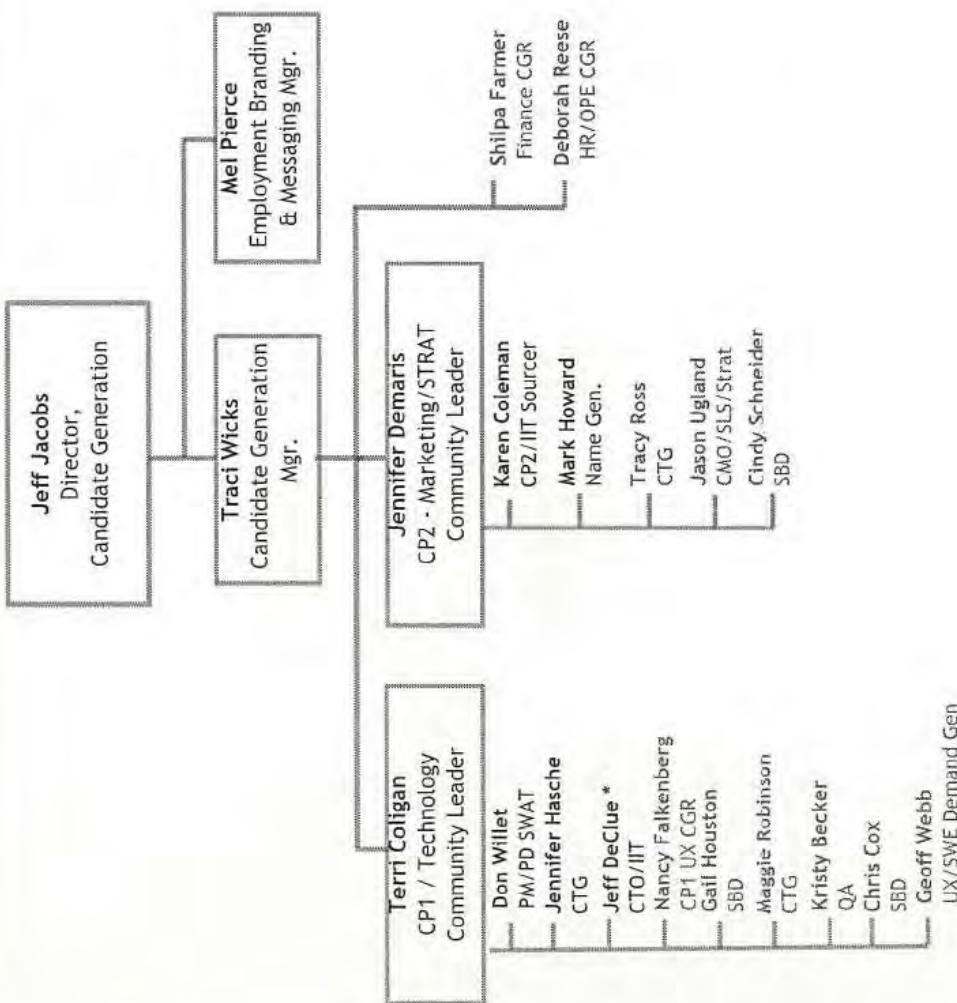
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# Appendix

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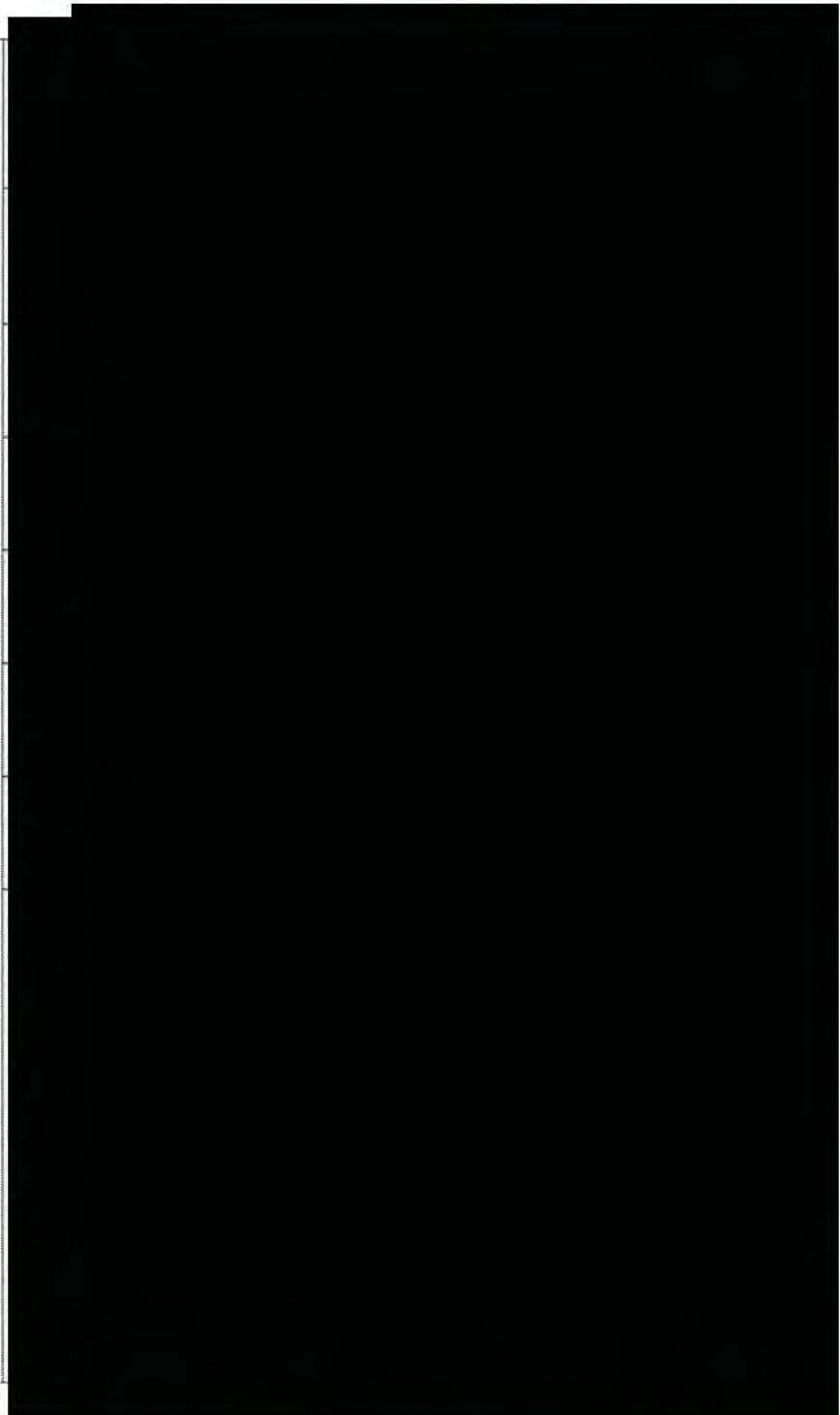
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# CanGen Organization



## Q1 FY07 Hires ... “Pro” vs. High Volume

FY2007 Aggregate Source Hires (August-October)



## CanGen FY07 Spend



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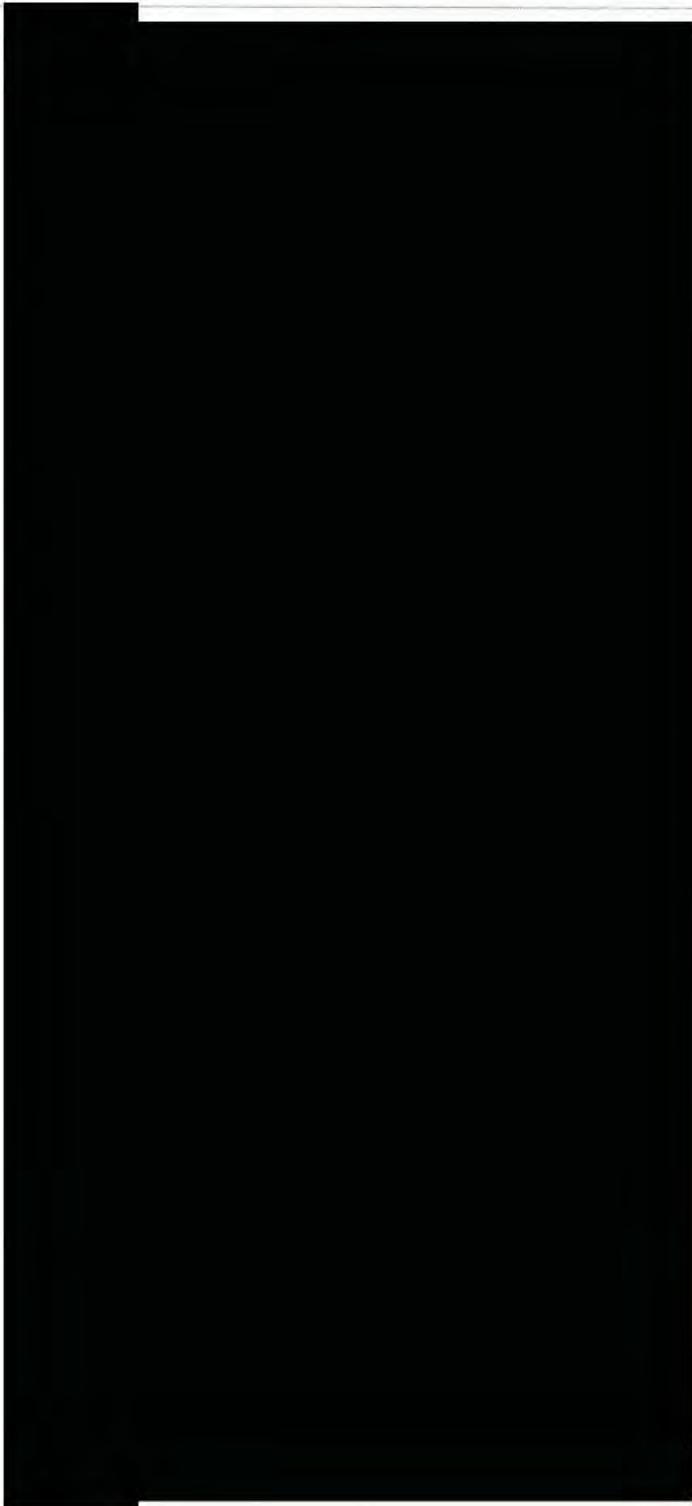
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Stuff we don't need  
but aren't ready to get rid of yet



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## Pipeline Health



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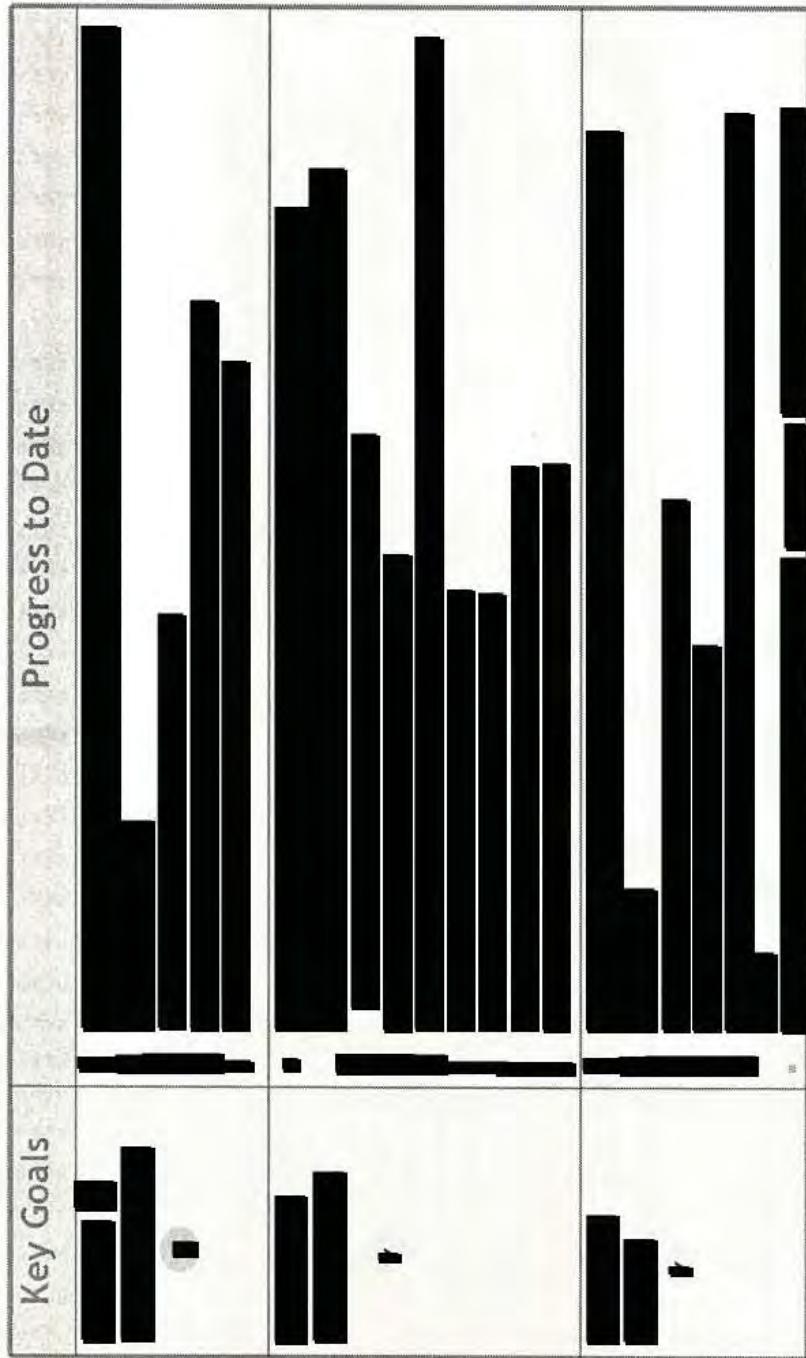
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## Priorities to Improve ... Discussion

## Big Y: The identification and engagement of the best resources available



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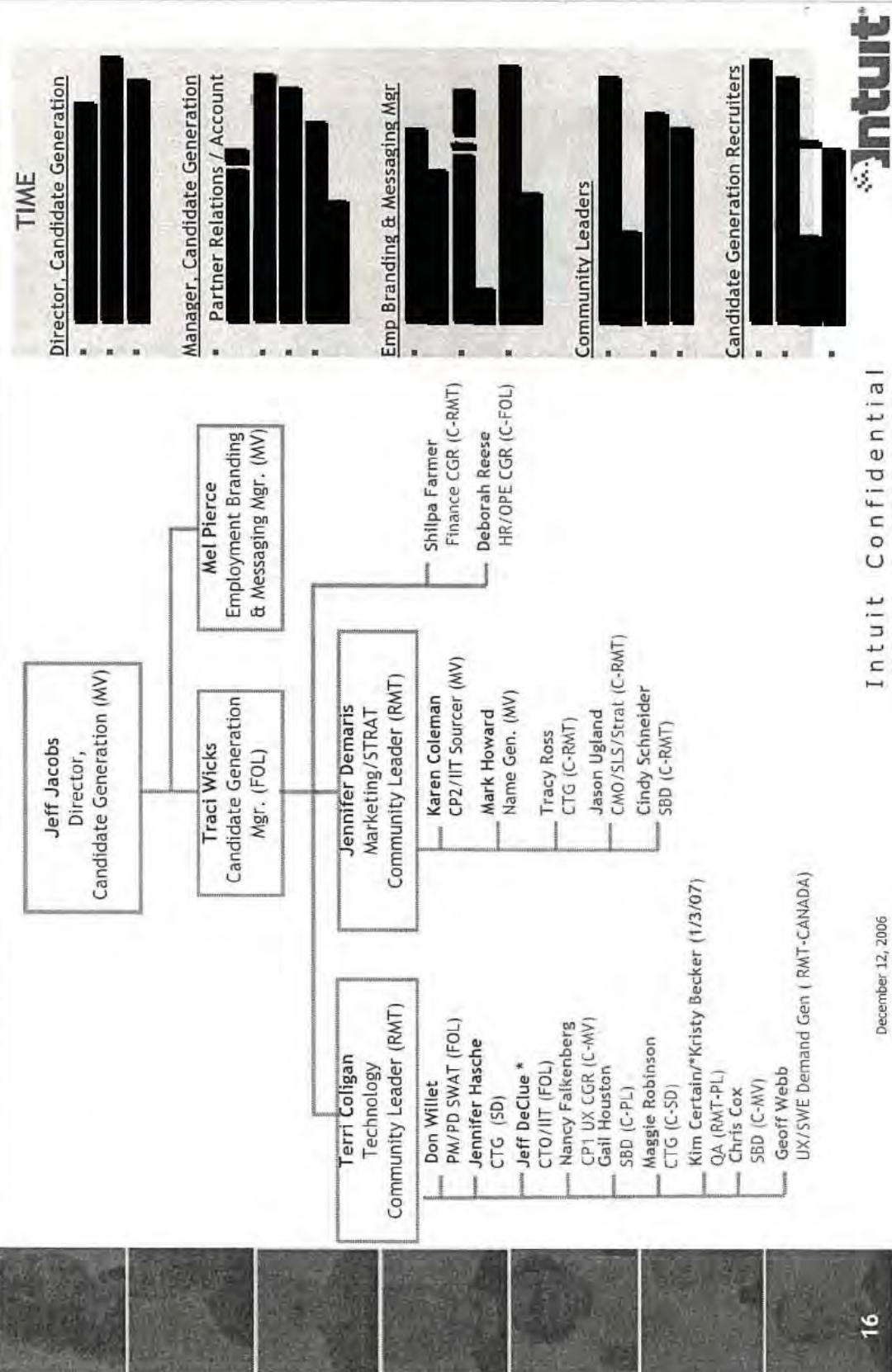
# How are we doing? ...

## Hires by Aggregate Source

	Source Aggregation	Q1 FY2007			Q1 FY2006			Q1 FY2005		
		TOTALS	%	CG vs. Other	TOTALS	%	CG vs. Other	TOTALS	%	CG vs. Other
CanGen	CGR Sourced, Advertising, Internet/Job Boards, Events, Intuit Careers site									
	Employee referral									
Agencies										
College Recruiting										
Internal Transfer										
Recruiter Source										
Conversions (Ctr, Sea)										
Other - Unknown										
	<b>TOTALS</b>									

# How are we doing? ...

## Org Structure & Time Allocation



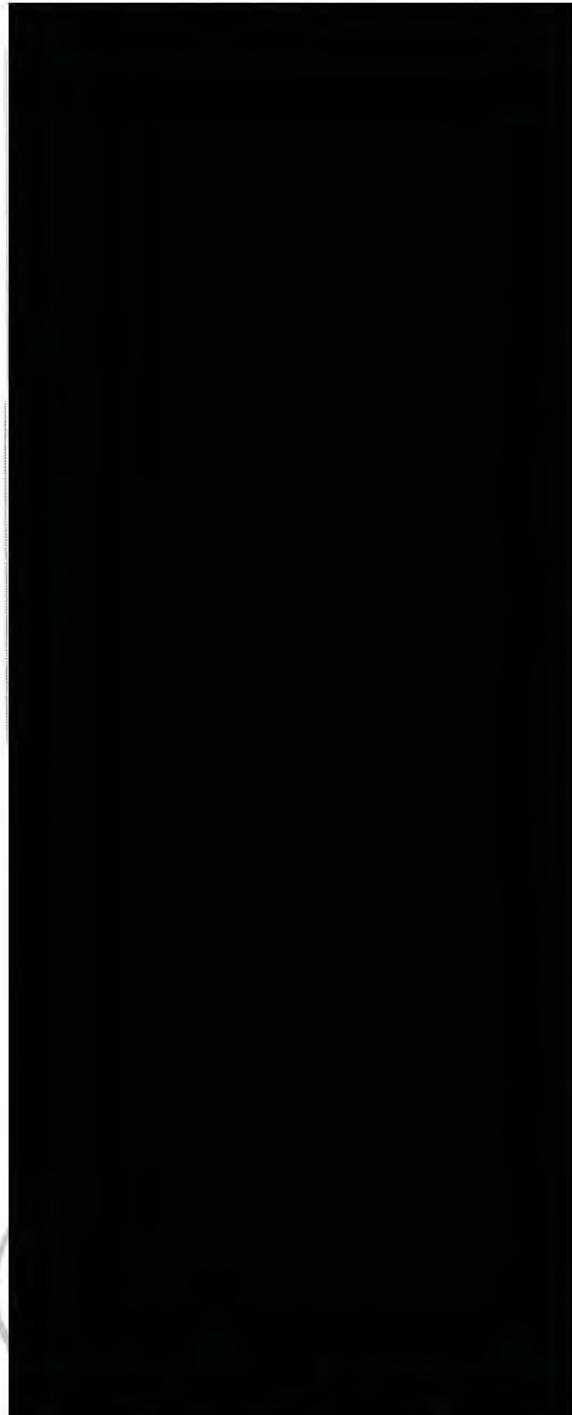
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## How are we doing? ... Candidate Generation Delivery Model

Identification and engagement of the best resources available



## What's Important ... TA Focus Areas



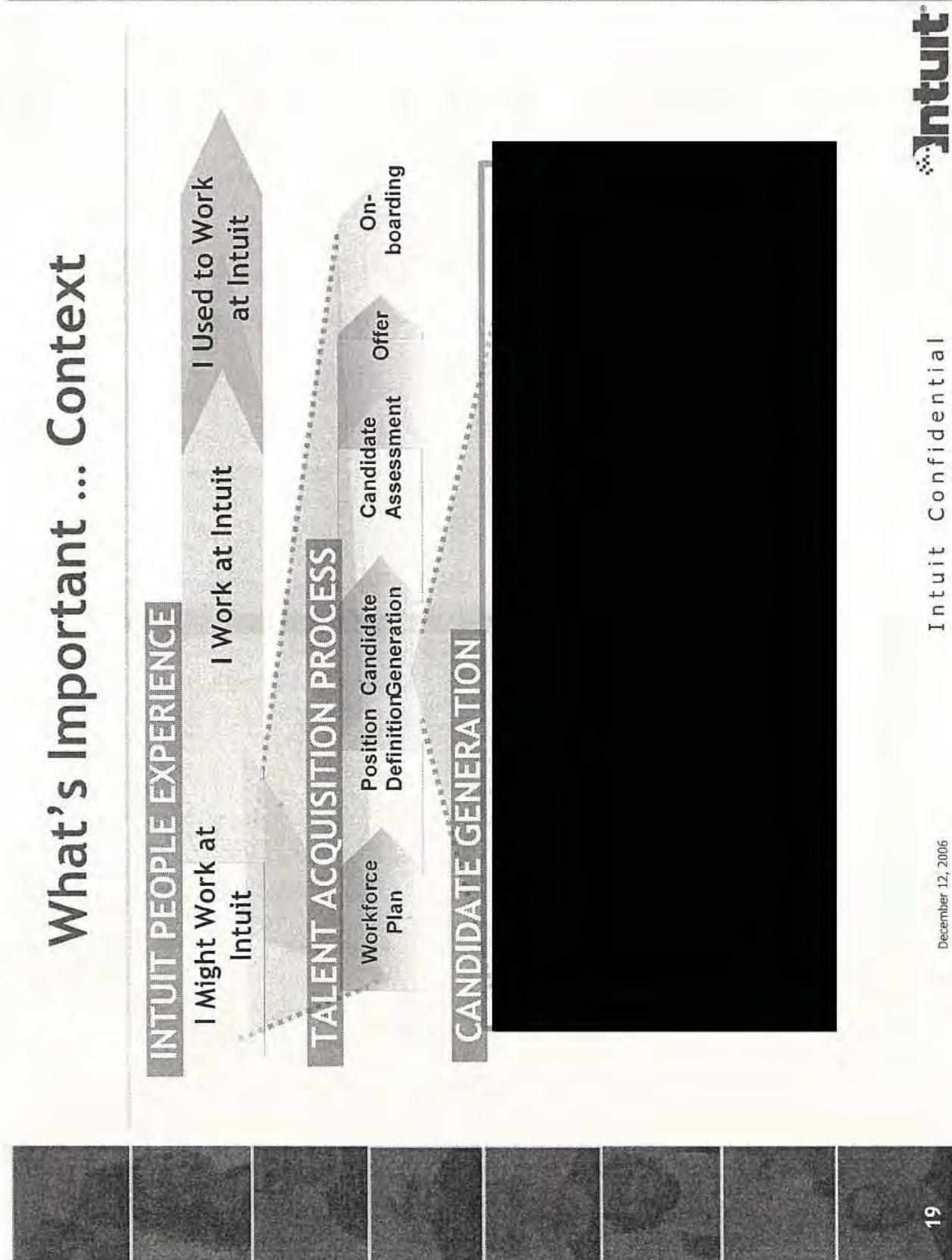
**Help Intuit to greater business results**

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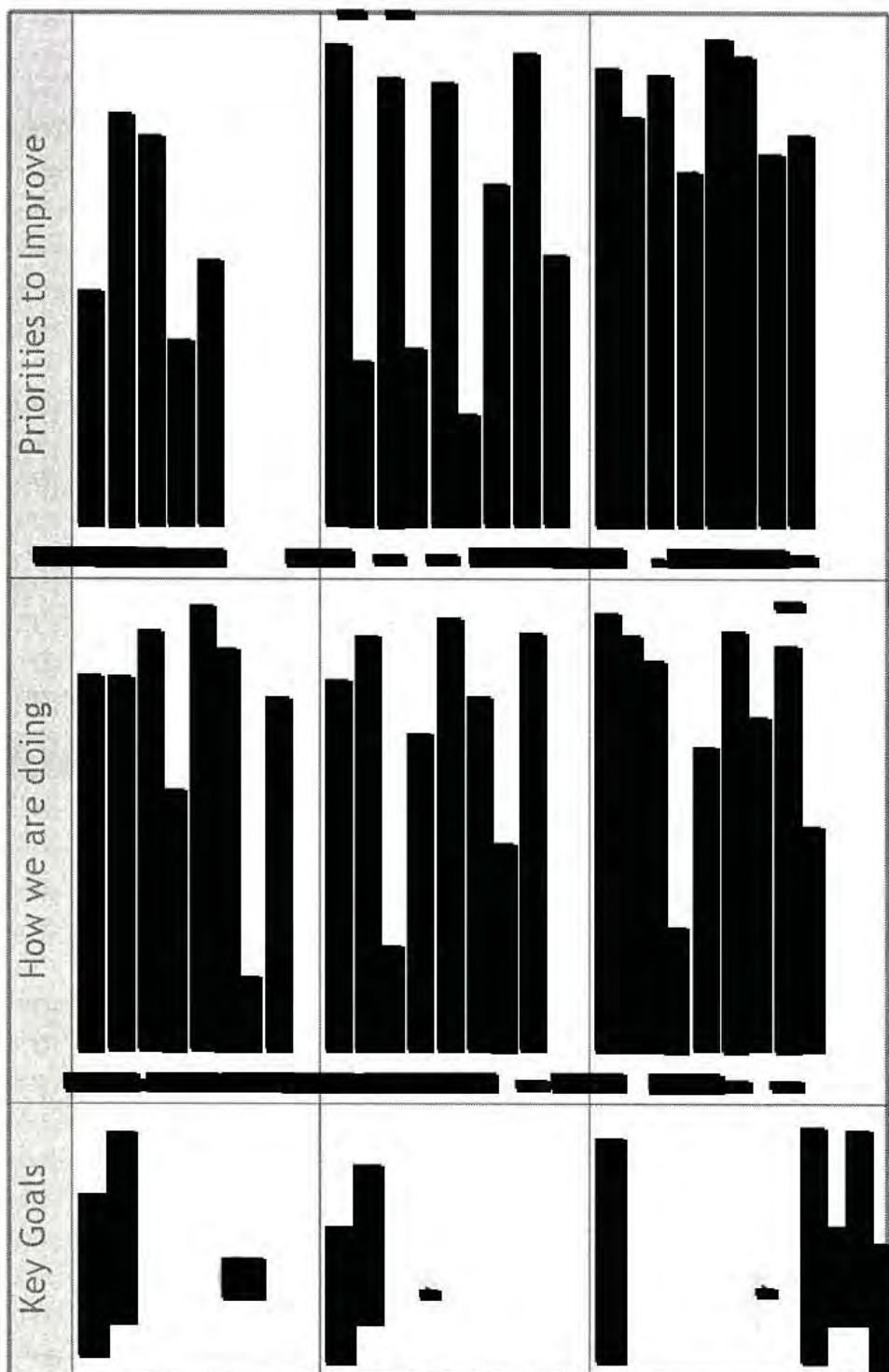
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# What's Important ... Context



## Candidate Generation

### Big Y: The identification and engagement of the best resources available



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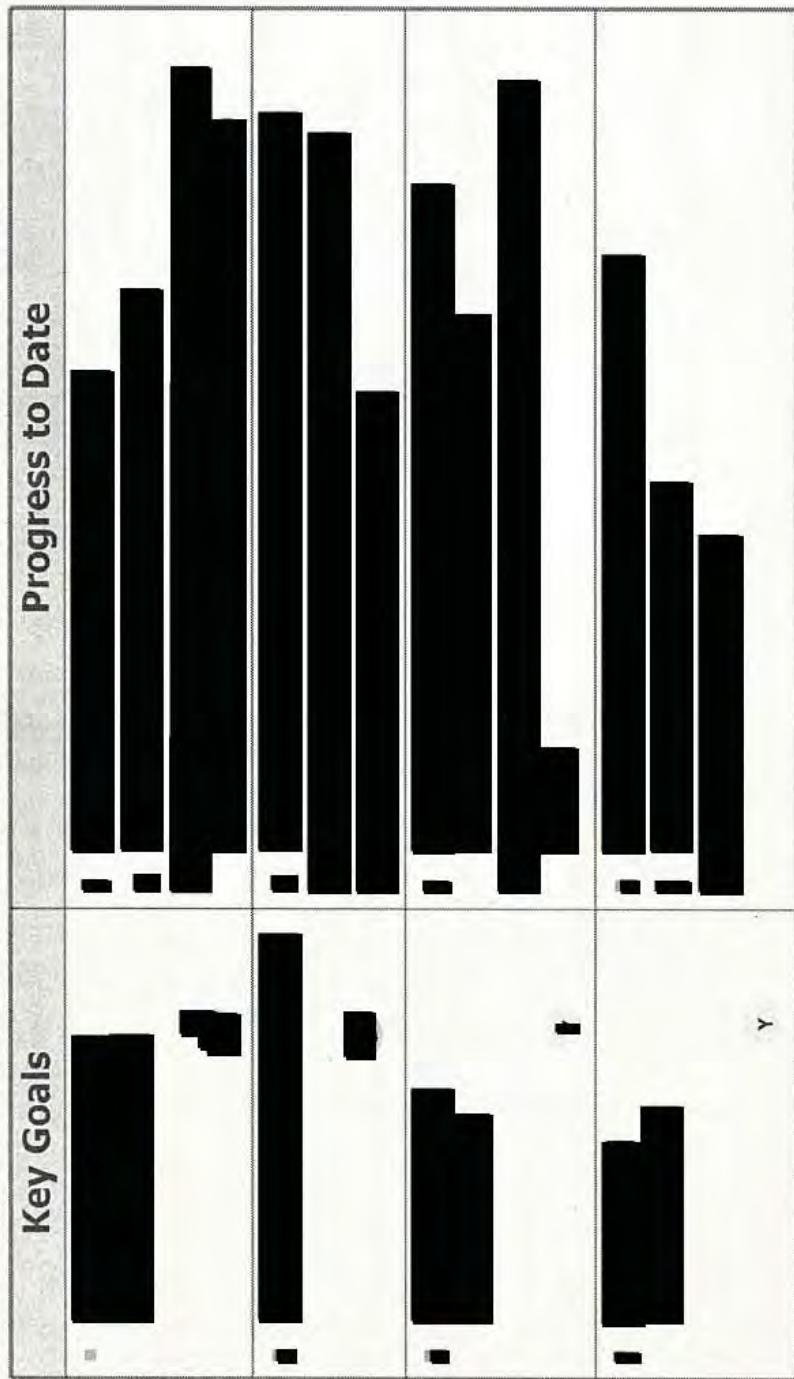
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## From M2...Candidate Generation

## Big Y: The identification and engagement of the best resources available



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## A TALE OF Two COMPANIES

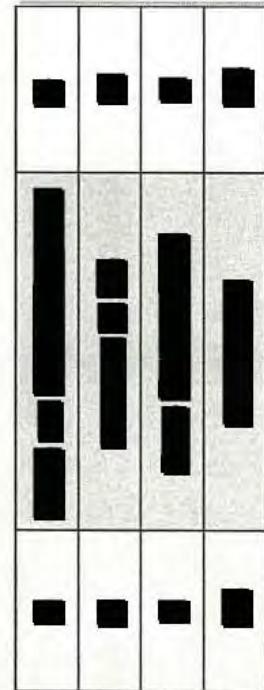
*Proactive recruiting organizations are substantially more effective and efficient*

### CASE IN POINT: ALPHA COMPANY VERSUS BETA COMPANY

Alpha Company\*



Beta Company\*



Source: Farnam, Rounding "Building Talent Pipelines"  
Survey: Rounding Roundtable research.

## BETTER, FASTER, CHEAPER (REALLY)

Organizations are investing  
in talent pipelines...

...to drive slate quality...

...and improve core recruiting metrics

Direct Outcomes

Ultimate Outcomes



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Source: [Survey: Recruiting Research: Building Talent Pipelines](#)  
Survey: [Survey: Building Talent Pipelines](#)

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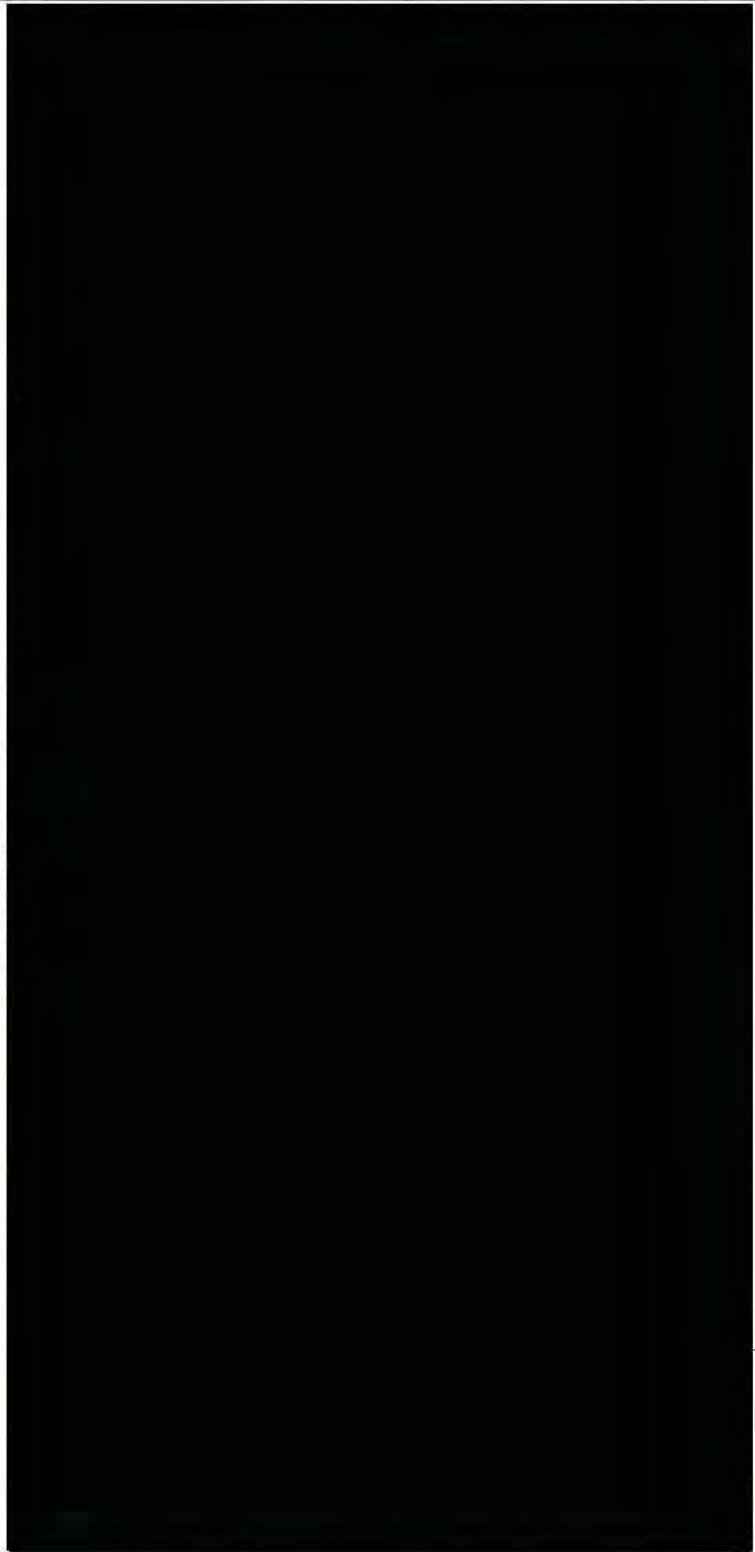
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Benefit #4: Less Competition for Passive Candidates

## THE REAL PAYOFF: LESS COMPETITION

*The more passive the candidate, the fewer the competitors for talent*

Talent Competition  
By Degree of Job-Seeking Behavior



Secure:

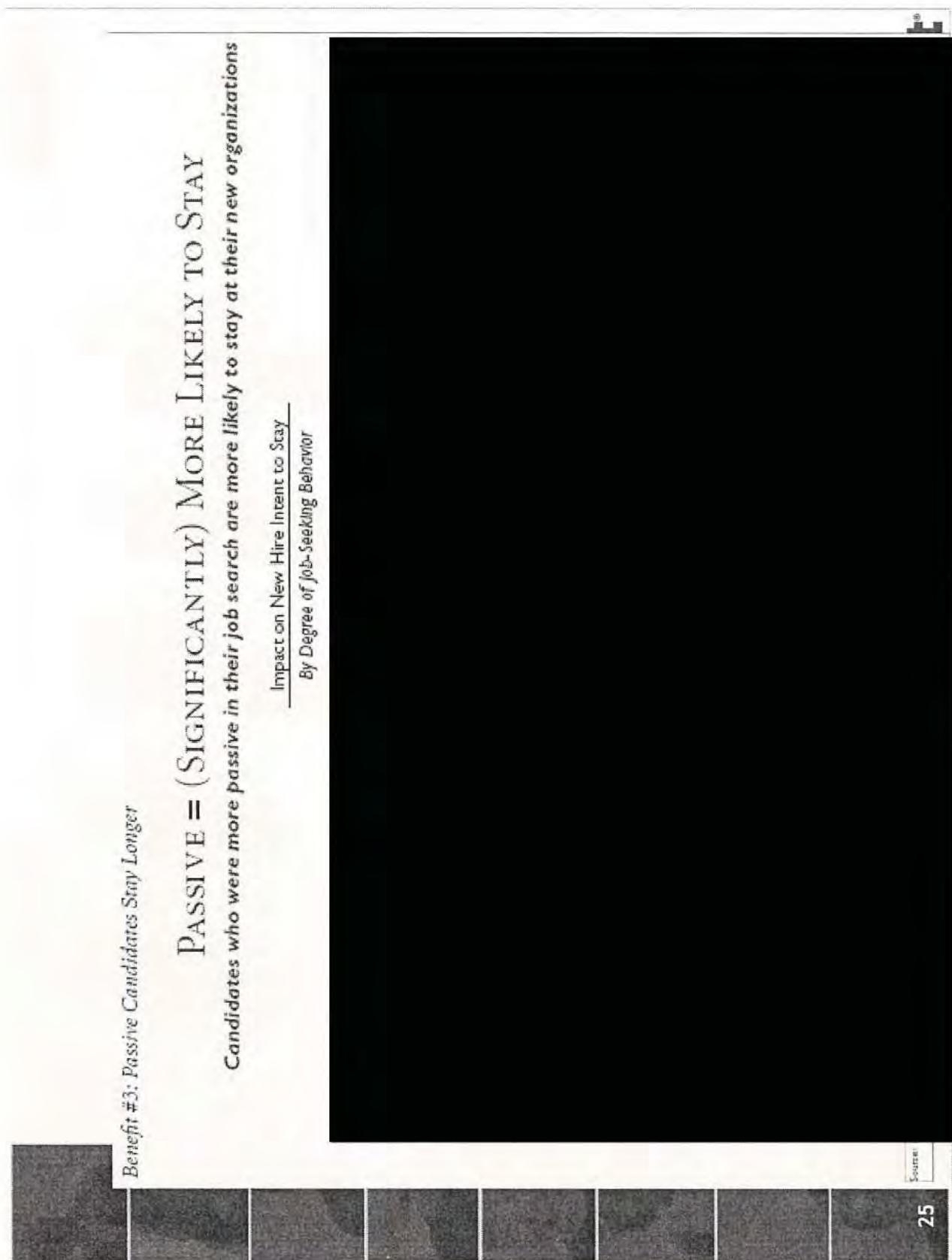
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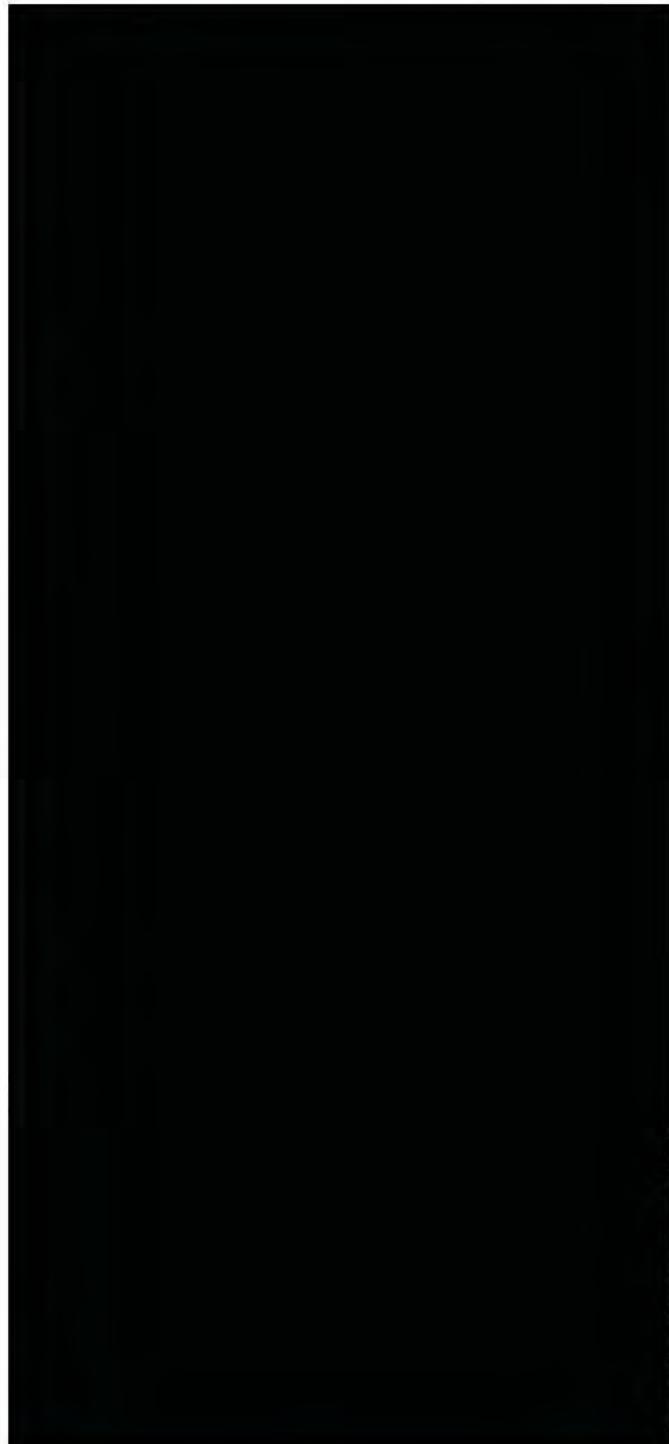
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Benefit #2: Passive Candidates Perform Slightly Better

PASSIVE = (SOMEWHAT) HIGHER PERFORMING  
On average, **passive candidates perform slightly better than active candidates**

Impact on New Hire Performance  
By Degree of Job-Seeking Behavior

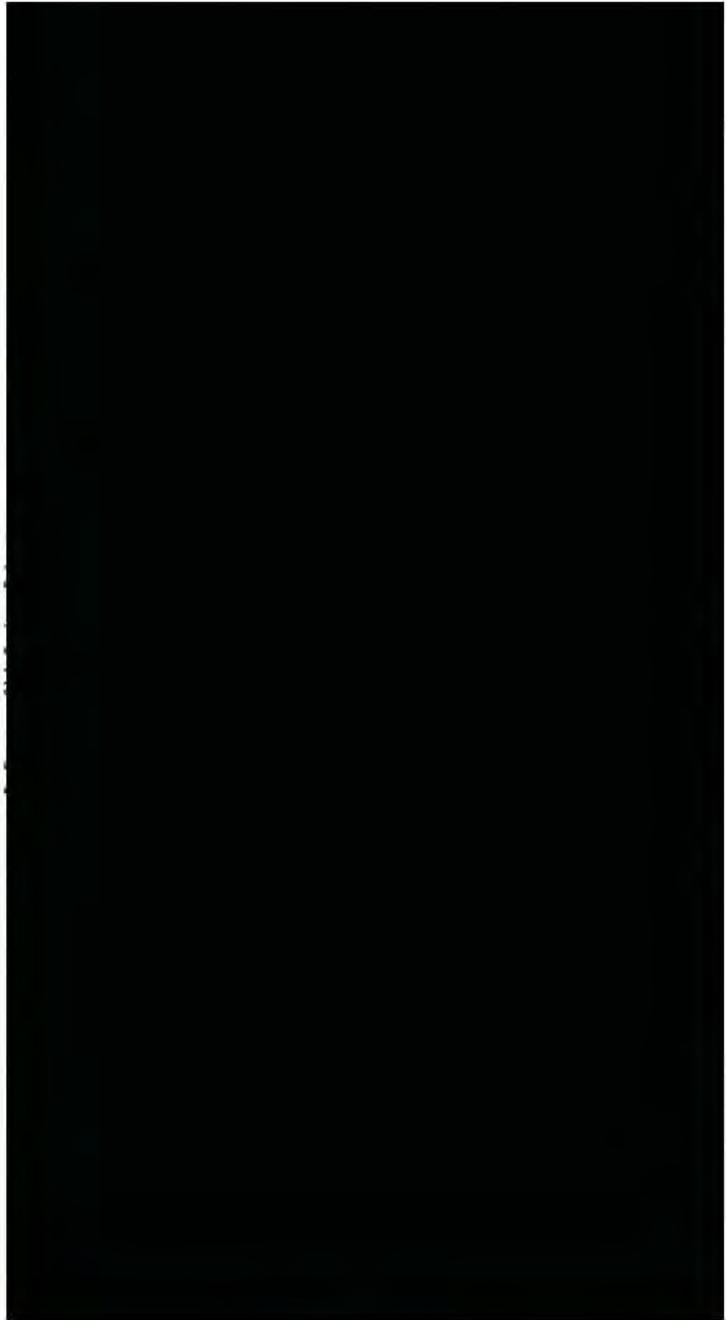


Benefit #1: Larger Pools of Talent

## CASTING A WIDER NET

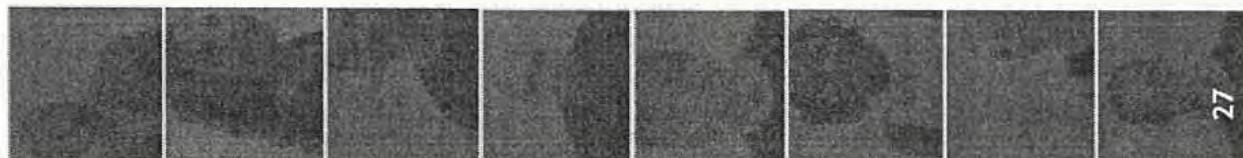
*Roundtable analysis reveals a surprising spectrum of job-search behaviors in the labor market*

Labor Market Distribution



Source: Recruiting Roundtable "Building Talent Pipeline" Survey; Recruiting Roundtable Research

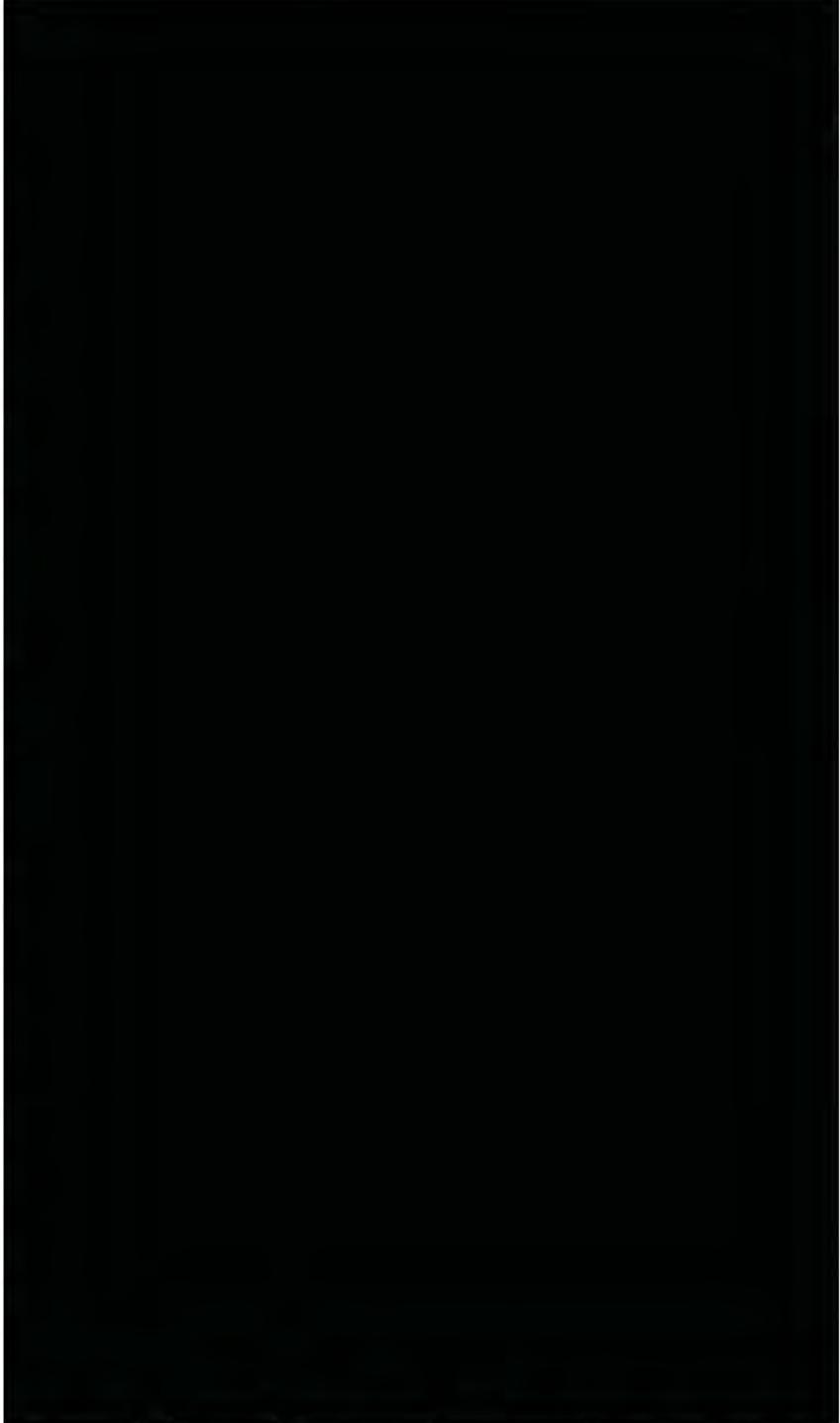
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# What's Important?

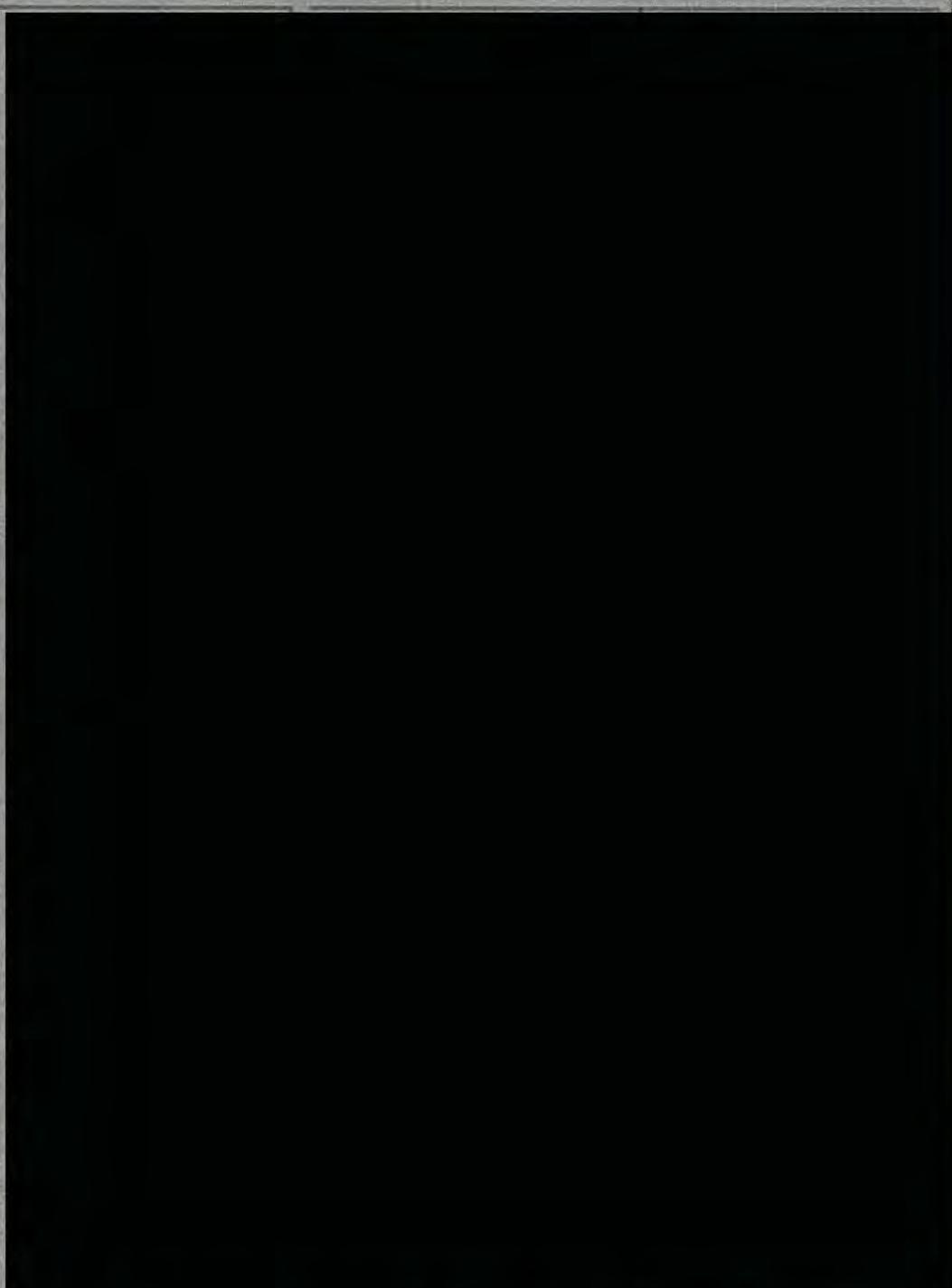
## **Intuit: What We're Solving For:**

**Big Y:** Deliver "True North" ... best we can be results for all 3 stakeholders in the current period while building the foundation for a stronger future



## Candidate Generation- Sourcing

Delivery Model – use analogy of “product support tiers” for consumers

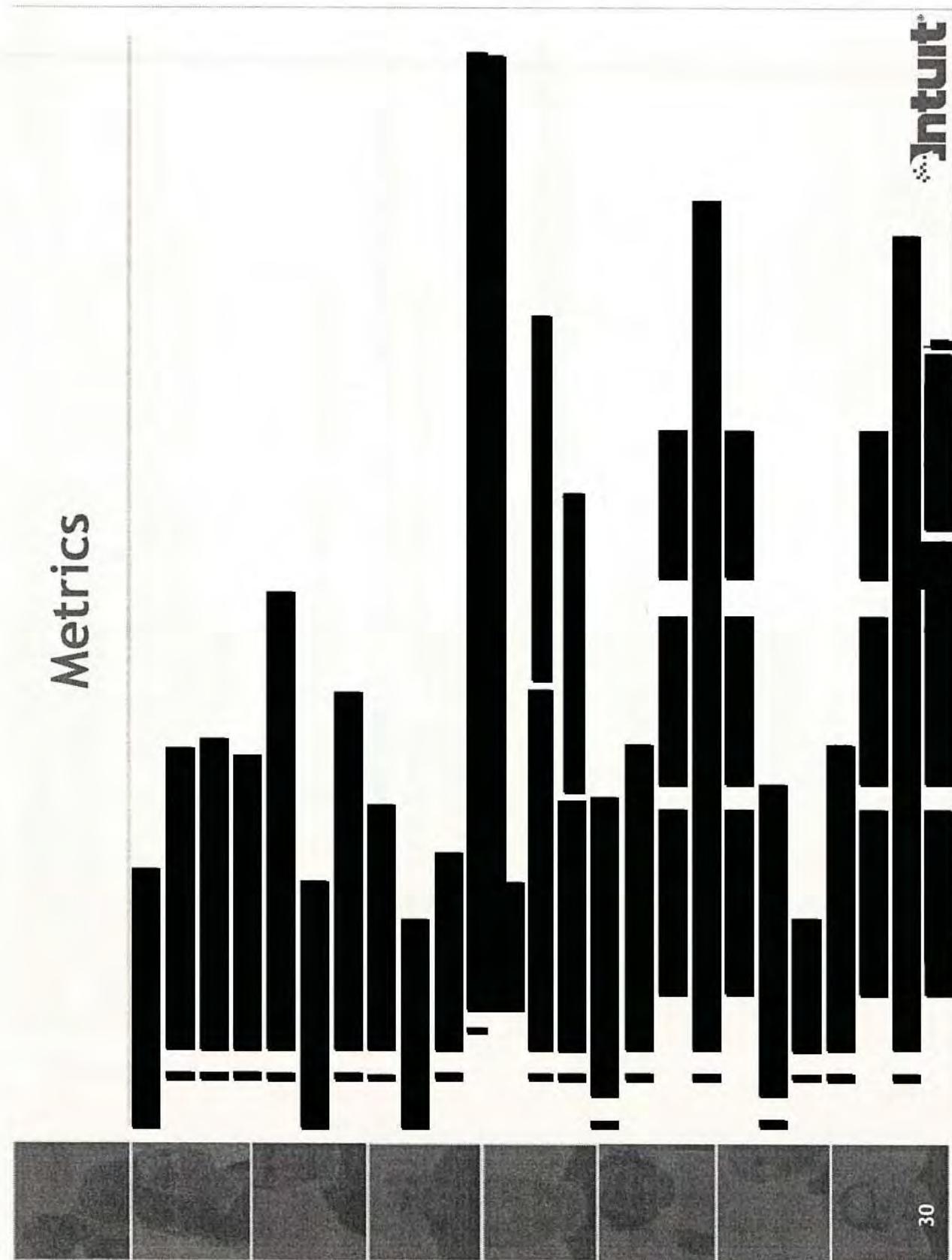


Tools      FrameWork      FrameWork      FrameWork      FrameWork

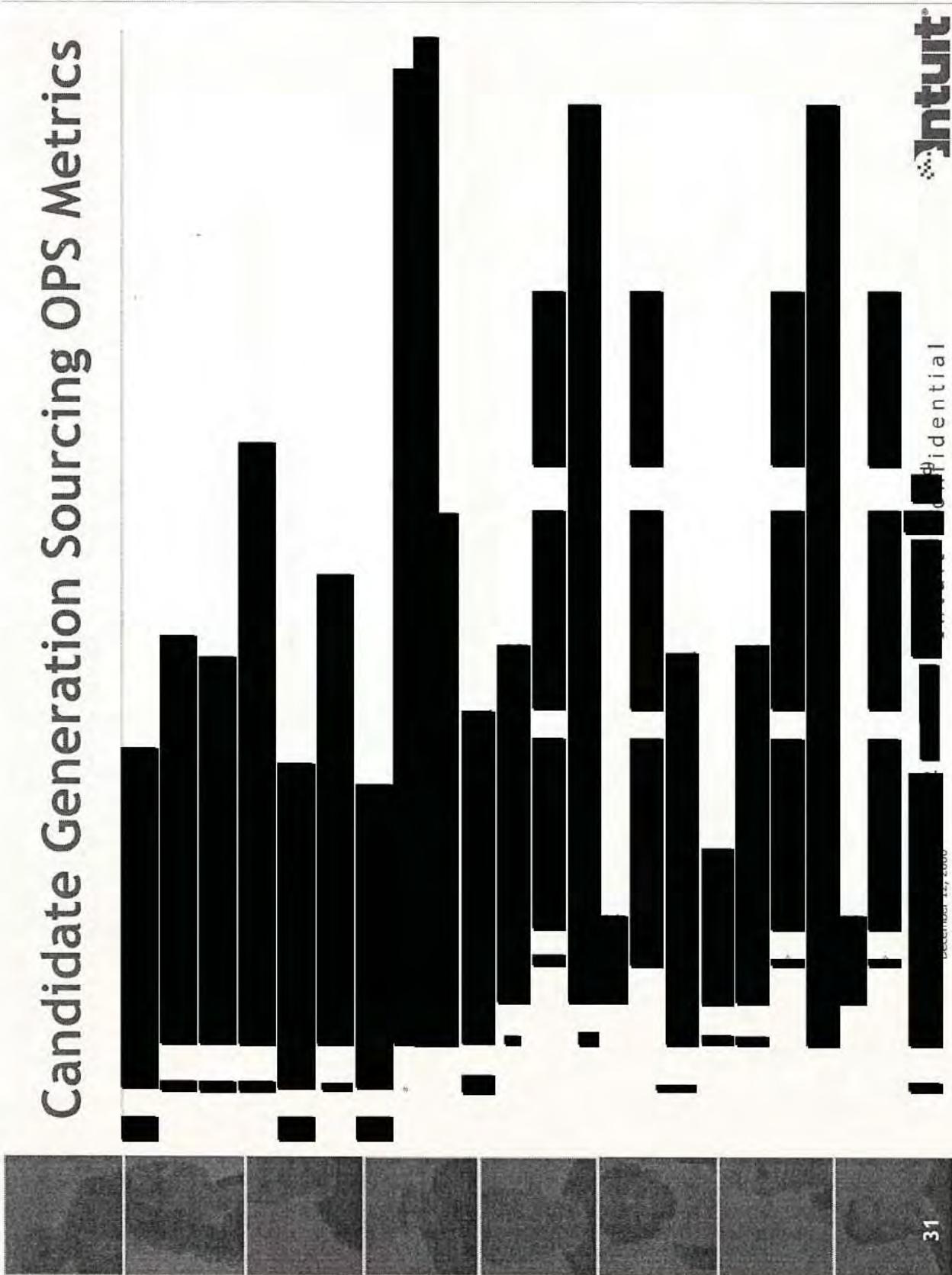
Profile

Resume

FrameWork

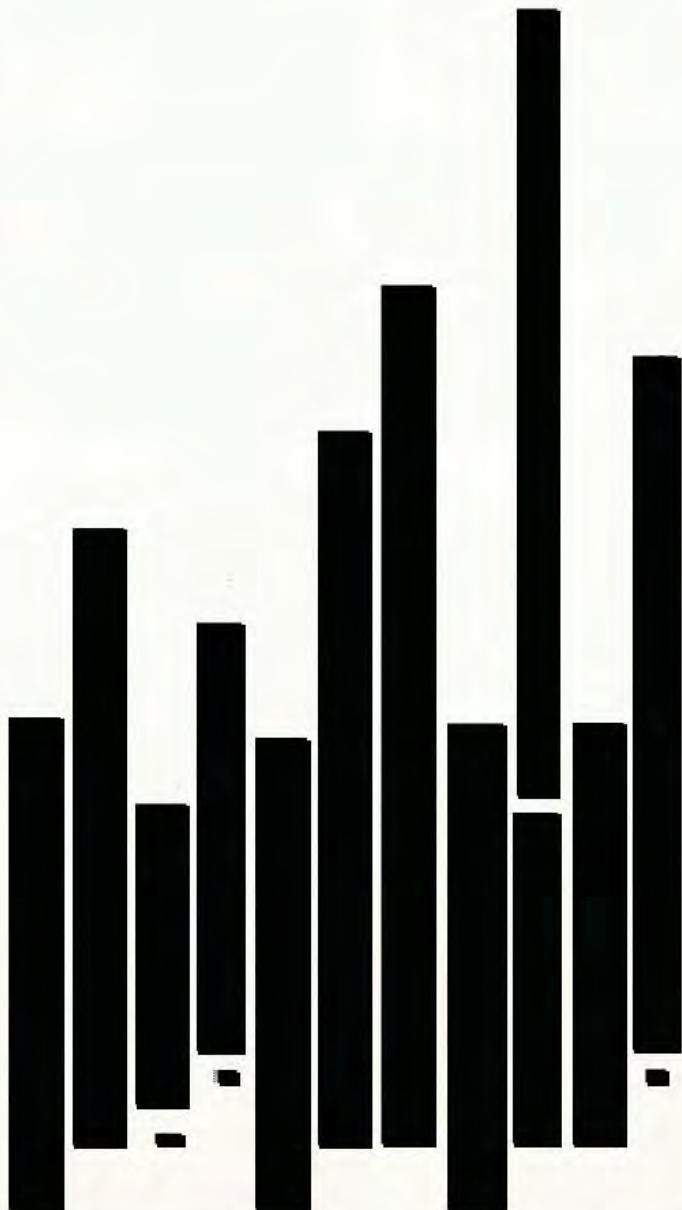


## Candidate Generation Sourcing OPS Metrics



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## Future Metrics



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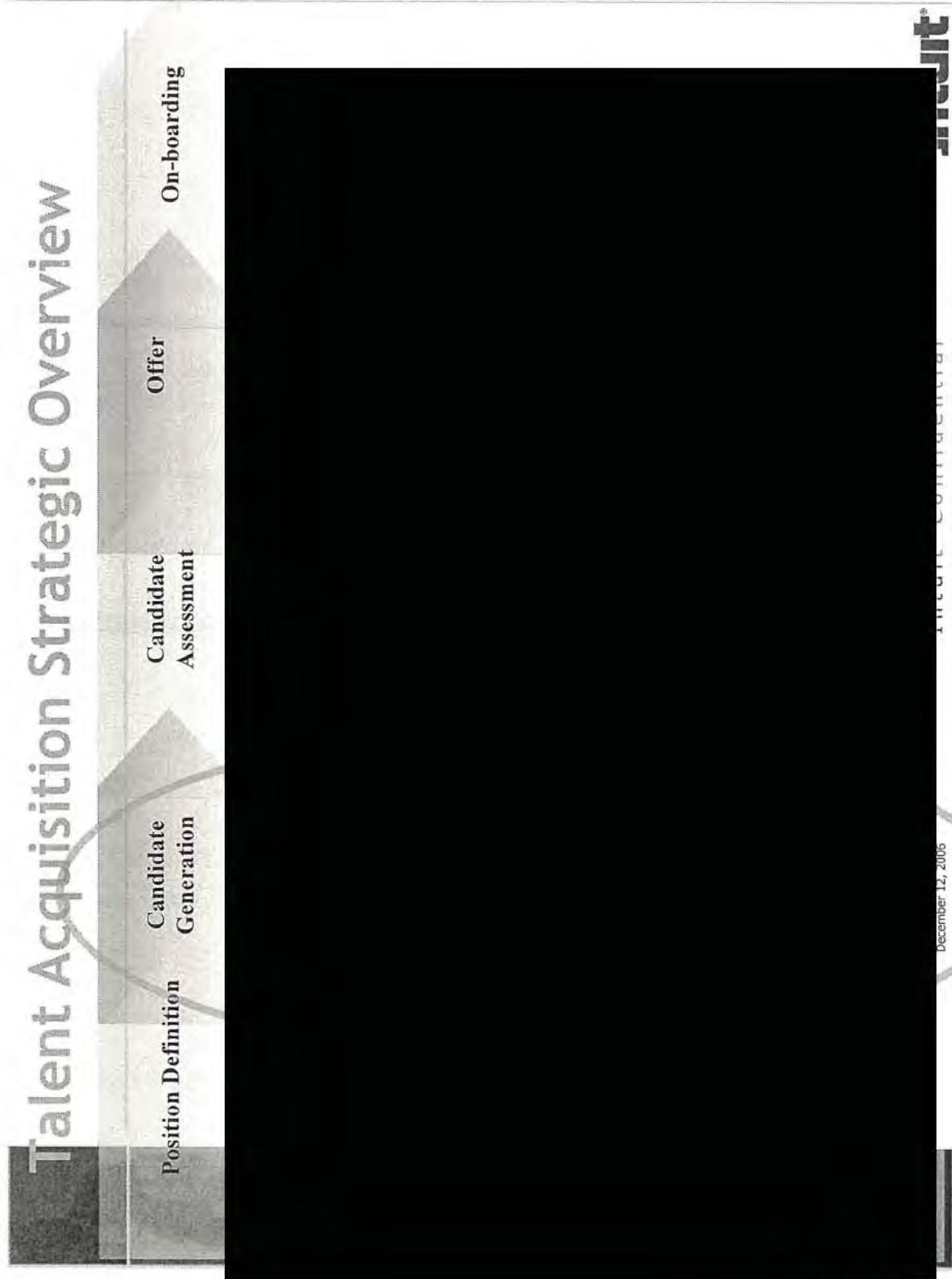
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# Talent Acquisition Strategic Overview



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## From M2...The Talent Acquisition Vision - 2010



## Candidate Generation, Sourcing OPS

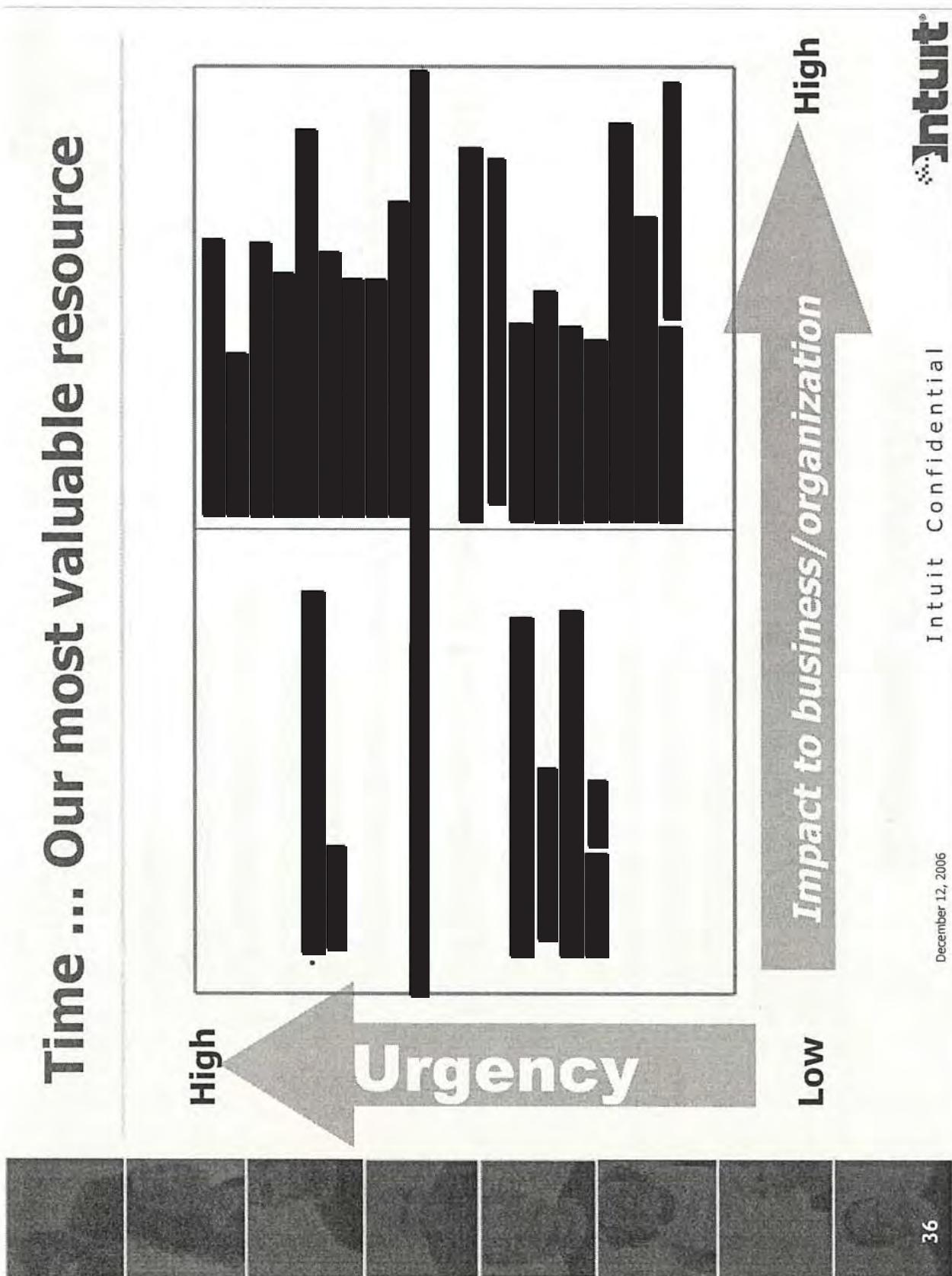
WHO we are: *The Candidate Generation Team is a group of candidate development experts that are passionate about identifying and qualifying talent, building talent pools and communities, and creating a WOW experience for prospects.*

WHAT we do: *Create experiences which deliver the right engaged talent where and when we need it.*

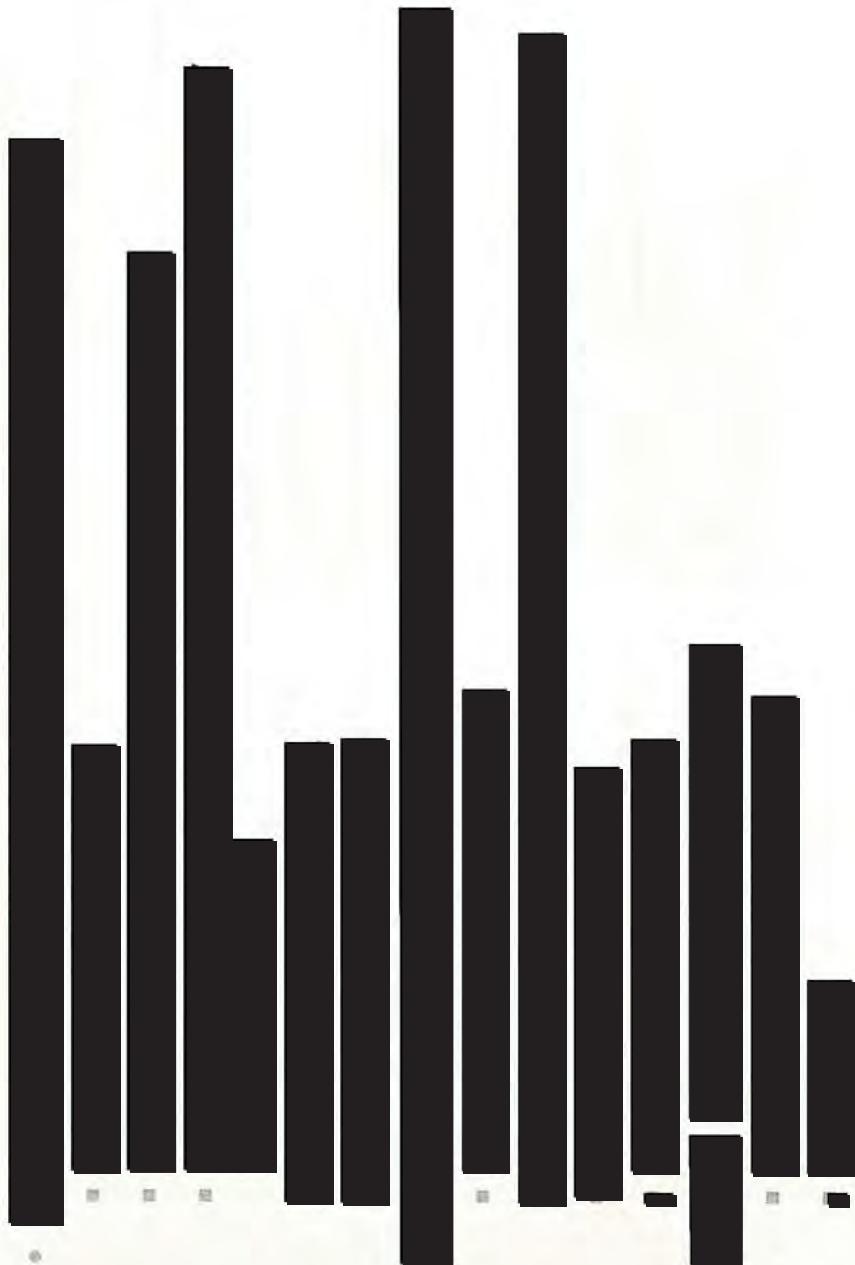
HOW we do it: *By providing “world class” sourcing resources that can be leveraged across the entire company!*

- People Resources
- Systems/Tools
- Candidate Generation Programs
- Excellence in Candidate Generation: Training & Best Practices

## Time ... Our most valuable resource



## Sourcing Operations



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## Employment Messaging / Candidate Experience



# Talent Pool Development & Raising our Capability

- Talent Pool Development
  - 
  - 
  - 
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- Raising our capability...leveraging trends
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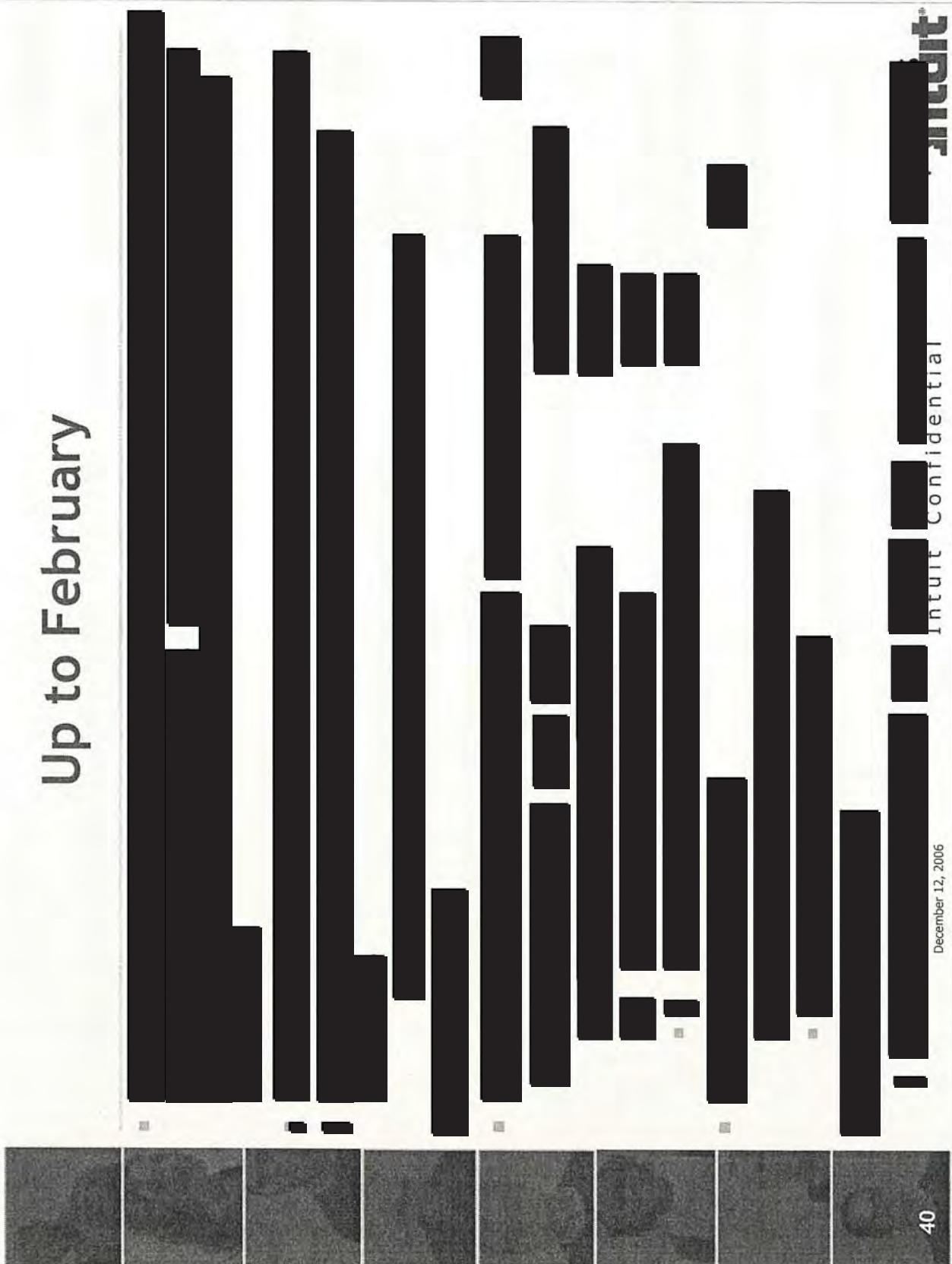
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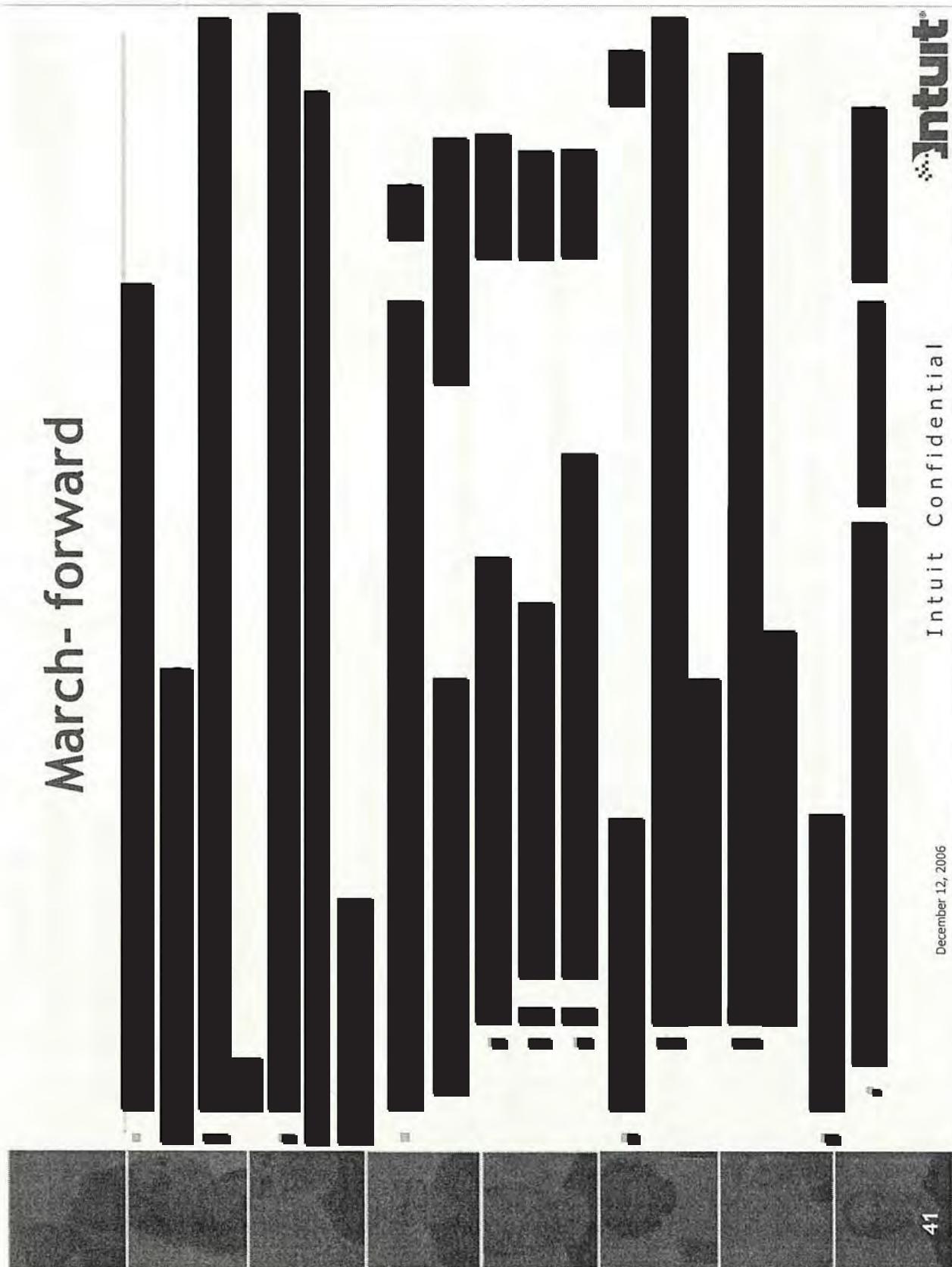
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Up to February

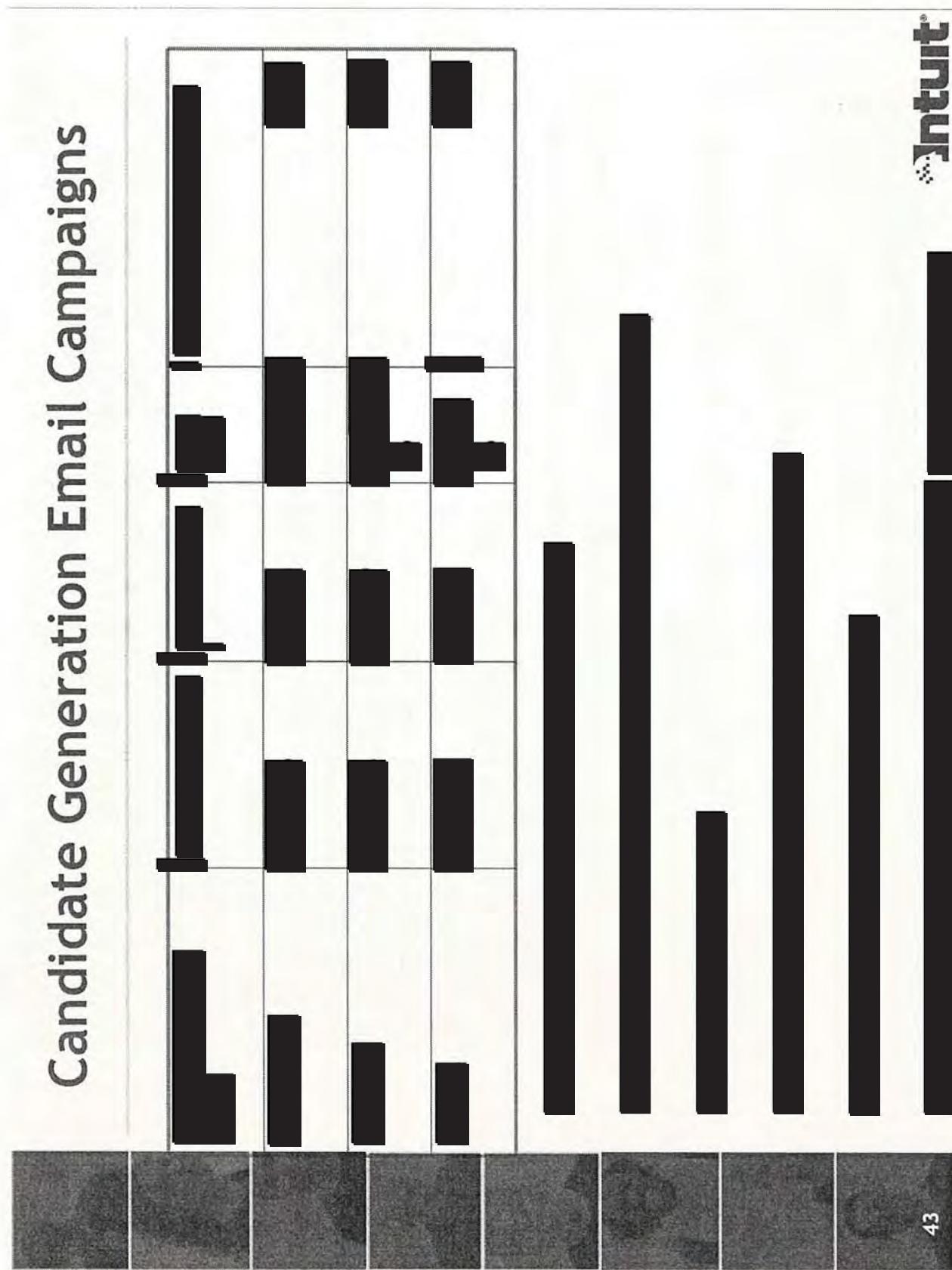




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## Can Generation Driven Social Networking





## Name Generation Projects:

Name Generation Specialist: Mark Howard

Name Generation databases for:

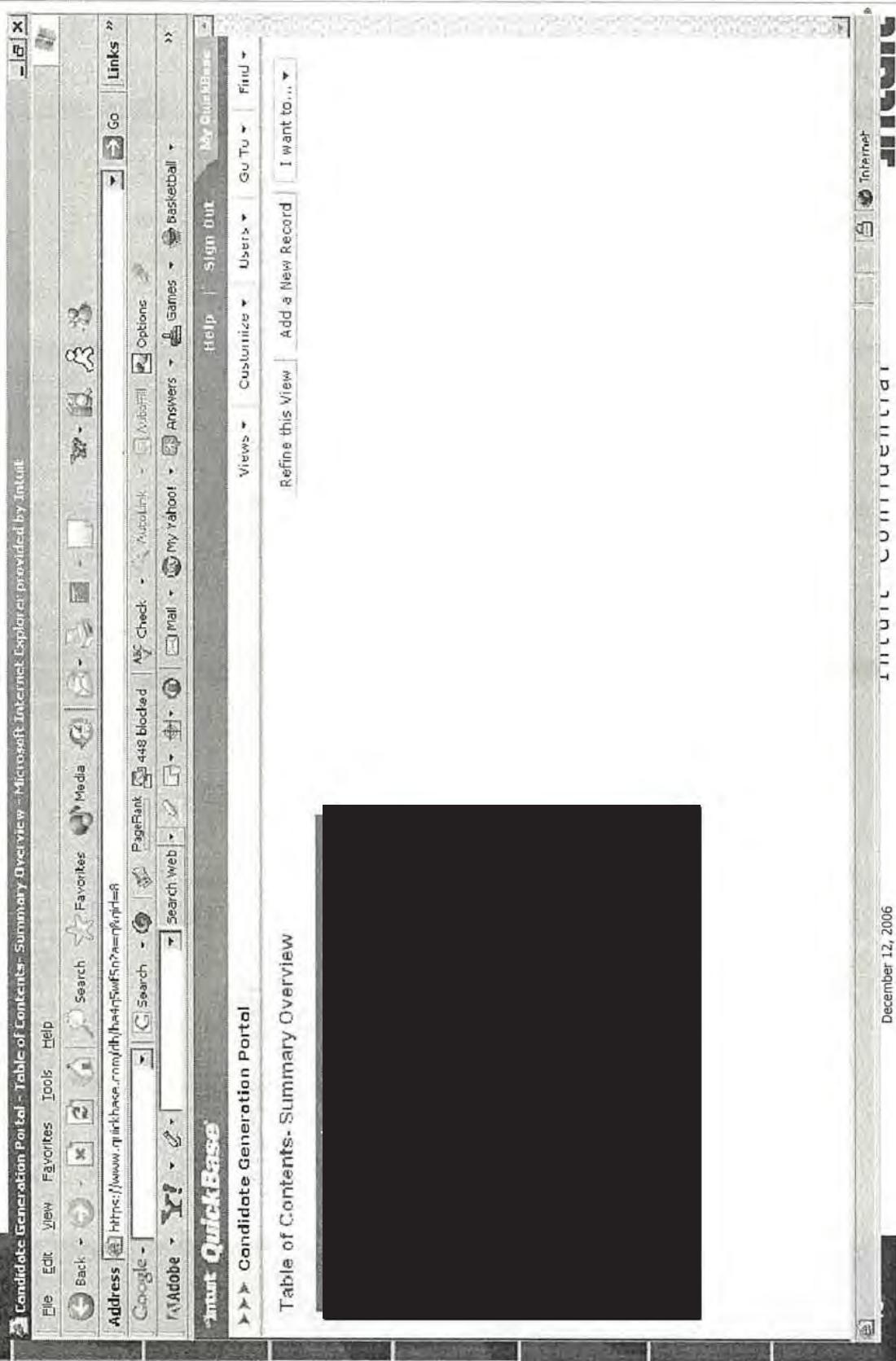


Training Launched: May 4<sup>th</sup>

We are currently piloting PILOT:

- Creating and executing on user test scenarios
- By 6 mos we should be able to dump all of our data in PILOT

## CG Center of Excellence: (knowledge base)



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